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TO: Peter Henriques

DATE: October 30, 1990

FROM: Doron Stern 

SUBJECT: Next De-Nic Marketing Tracking - Week 20

The following summarizes topline results from the tracking study for Next De-Nic in Tampa. Approximately 500 interviews were conducted 20 weeks after advertising was introduced.

Please note that month 5 presently corresponds to week 20 data only. When information from week 22 becomes available it will be combined with existing week 20 information to form an adjusted wave for month 5.

Study findings indicate that awareness, trial and purchase levels remain stable against month 4. One Next converter was found in week 20 accounting for a 0.2 share of total smokers.

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